

# FAST FACTS

## 1. Tourism Data Collection

As a DMO, we analyze socioeconomic data and market trends to inform business inquiries and marketing plans. We created a system to collect, store and use tourism data to support evidence-based decision-making in Bruce County and provide raw data to partners to support their economic development initiatives. This program supports Bruce County's strategic goal to promote responsible growth and the economic development strategic focus to support tourism business development



## How we can help you:

# 1.

### Tourism Data Collection

We created a knowledge hub by gathering and utilizing research and insights, tourism trends, and utilizing the data to make informed decisions and measure performance. Alongside local municipalities, we gather annual public data, conduct visitor surveys to help us understand and evaluate the landscape and impact of tourism within Bruce County.

# 2.

### Data Reporting and Analysis

We have a system to collect, store and use tourism data to support evidence-based decision-making in Bruce County. We also provide raw data to partners to support their tourism and economic development initiatives. The data helps support tourism business development and business retention and promote responsible growth.

# 3.

### Data Sharing for Decision Making and Planning

The data is shared annually with tourism organizations and community partners in Bruce County. The data can improve operational efficiency, provide information for strategic planning for partners and help understand the tourism landscapes and the personas of visitors to the area.

# 4.

### Annual Visitor Survey and Report:

Together with each local municipality, we conduct a regional visitor survey, gathering valuable insights from people traveling throughout the area. The goal of this survey is to support tourism agencies, businesses, and local decision-makers by providing data that helps guide strategic planning and investment. This information helps businesses understand who is coming to the area, their interests and how to attract them to the area.

## BGDiSC

Tourism Workforce and Community Development  
Open Data can be found on BGDiSC.

## investinbruce.ca

The economic impact of tourism data is used to attract new investment in Bruce County and to show why entrepreneurs should choose Bruce County to invest in their Tourism Business.

## Visitor Survey's

The visitor data is valuable for tourism operators to understand who our visitors are, what they are looking for and how to effectively market to them.